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GmbH, Weisshausstr. 2, 52066 Aachen (DE). **MOENCH, Holger** [DE/DE]; c/o Philips Intellectual Property & Standards GmbH, Weisshausstr. 2, 52066 Aachen (DE).

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(74) Agent: **VOLMER, Georg**; Philips Intellectual Property & Standards GmbH, Weisshausstr. 2, 52066 Aachen (DE).

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(71) Applicant (*for DE only*): **PHILIPS INTELLECTUAL PROPERTY & STANDARDS GMBH** [DE/DE]; Stein-damm 94, 20099 Hamburg (DE).

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(71) Applicant (*for AE, AG, AL, AM, AT, AU, AZ, BA, BB, BE, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CY, CZ, DK, DM, DZ, EC, EE, ES, FI, FR, GB, GD, GE, GH, GM, GR, HR, HU, ID, IE, IL, IN, IS, IT, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MC, MD, MG, MK, MN, MW, MX, MZ, NL, NO, NZ, OM, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SZ, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW only*): **KONINKLIJKE PHILIPS ELECTRONICS N.V.** [NL/NL]; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).

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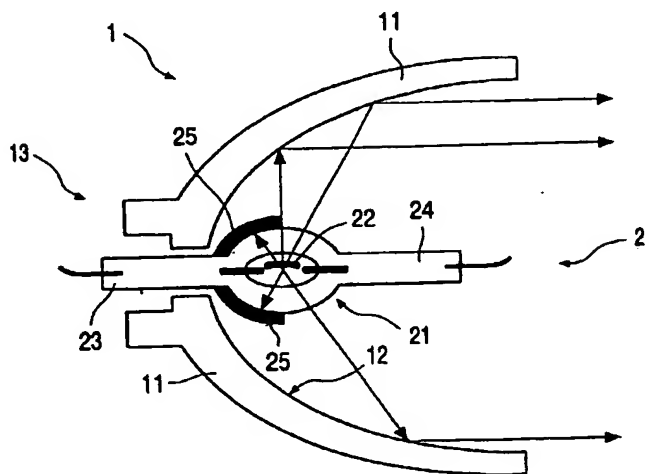
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(72) Inventors; and

(75) Inventors/Applicants (*for US only*): **RITZ, Arnd** [DE/DE]; c/o Philips Intellectual Property & Standards

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(54) Title: **REFLECTOR LAMP**



(57) Abstract: A reflector lamp is described which consists essentially of a light source, in particular in the form of a high-pressure gas discharge lamp (HID [high intensity discharge] lamp or UHP [ultra high performance] lamp), as well as a main or secondary reflector (12), and a primary reflector (25) by means of which light from the light source (22) can be reflected through the light source (22) onto the main reflector (12). The primary reflector (25) is arranged such that those regions of the main reflector (12) are obscured which are optically inactivated regions, for example because of a lead-through and/or a fastening device for the lamp, which have no reflection properties, or which have reflection properties that adversely affect the radiation characteristic of the reflector lamp. The reflector lamp is particularly suitable for projection applications because of its high luminous efficacy. Furthermore, a substantially automated and accordingly cost-effective assembly of the lamp is possible.